



Post Authentication MicroSurveys

Post Authentication MicroSurveys allow Portal users to specify that a MicroSurvey should be sent to a WiFi visitor via email instead of being shown as part of the Access Journey.

They are designed to help solve the following problem:

A visitor visits a restaurant and signs on to the WiFi once they've sat down, before they've read the menu or eaten their food.

During the sign-on they're shown a MicroSurvey which asks them how they found the service and how they found the quality of their food.

These questions are **too early** in the process - the visitors needs enough time to have **had** the experience, before rating the venue.

Using Post Authentication MicroSurveys means companies and venues can now delay their MicroSurveys to allow time for their customers to have experienced their venue and service.

How do I make a Post Authentication MicroSurvey?

Creating a Post Authentication MicroSurvey is a simple process.

1. Create a new MicroSurvey
2. Configure the MicroSurvey as you normally would, setting questions and input types
3. Turn the 'Delay and send via email' switch **on**

Enabling this option will result in the MicroSurvey being sent via email to the WiFi user's email address captured via the registration form or social media sign-on used.

The MicroSurvey will **not** be displayed in the browser within the Access Journey when this option is enabled.

How do I activate a Post Authentication MicroSurvey?

The same way normal MicroSurveys are activate - either by linking a MicroSurvey to an Access Journey using the Access Journey Editor, or via a Logic Flow.

If a LogicFlow triggers a MicroSurvey, and the triggered MicroSurvey is a Post Authentication MicroSurvey, the email will be sent out and the MicroSurvey will not be shown within the Access Journey to the WiFi user.

When is the email sent to the WiFi visitor?

The system will send the invitation email to the WiFi user **2 hours** after they have authenticated within the Access Journey.



This takes place at the step where a MicroSurvey would ordinarily be shown if it wasn't a Post Authentication MicroSurvey.

What does the email look like that's sent to the WiFi user?

The following is an example email WiFi users will receive when they are invited to complete a Post Authentication MicroSurvey:

Hi Tom

Thank you for visiting the BT Test venue

Please can you complete the following survey:

<https://portal.btwifi.com/access/microsurvey/da39f954fda6fa210def01230944fd6>

If you have not been to this venue, please ignore this email

Thanks

BT Wifi

If a first name for the Access User is available (i.e. from the registration form or social media account) then the email will address the visitor by their first name, otherwise it will just say 'Hi'.

A link is then provided for the user to complete the MicroSurvey - when clicked, the MicroSurvey is displayed as it normally is displayed within an Access Journey.

How long does the MicroSurvey link last?

The link will valid for 30 days from the point of receiving the email.

If a Portal user deletes the MicroSurvey or removes it from their Access Journey, clicking the link will result in the user seeing a 'MicroSurvey not found' message.

How do I see responses to Post Authentication MicroSurveys?

Responses to Post Authentication MicroSurveys show up under the usual 'Campaigns → MicroSurveys' reporting page.